Entrepreneurship Projects

#6 The Business Card

**Objective**: To produce the Owner’s Business Card.

**Background Info:**

What is a Business Card and Why Have One?

* A business card is small card printed or engraved with a person’s name and business affiliation, including such information as job title, address, email, website, etc.
* The purpose is to announce one’s identity, presence, and the intention to the world.
* It is the handshake you leave behind after meeting someone in the professional world.

What to include on a Business Card:

* Business Name
* Postal Mailing Address
* Telephone and Fax Number
* Website Address (URL)
* Business Logo and Tagline
* Name and Job Title of the Individual (representing the business)
* Email Address of the Individual (representing the business)
* Sometimes an Additional Graphic Image
* Brief list of products and/or services offered by the business.

Business Card Layout and Design Guidelines:

* The importance of a business card can not be stressed enough when it comes to projecting a professional and long-lasting image in the minds of potential and existing customers.
* When designing the layout of the business card, consider the following tips/guidelines:  
  + *Information* – Decide what information should go on the business card. Remember, you want the reader to remember who you are, what you do, and how to contact you.
  + *Do Not Overcrowd* – Since it is very small, it is important not to try and “squeeze” too much information on it. You do not want to lose important information.
  + *Consistency* - The look and design should be consistent with other documents used in the business. Helps project professional image.
  + *Typeface (Fonts)* – Use no more than two different typefaces (fonts) on the business card. This helps create a clean, easy-to-read business cards.
  + *Proportions* – Keep the size and placement of each element on the business card balanced and in proportion. This will help make the card more pleasing to the eyes.
  + *Have a Paper Plan* – Before putting anything on the computer, sketch several possible business cards on paper and experiment with different layouts and designs.

Business Card Layout and Design Guidelines:

* Including a business card in the business plan does two things:
  + It projects a level of professionalism for the owner of the business.
  + It helps give the reader a clear image of the company’s identity and image.
  + If included in Business Plan, it would appear as a supplemental attachment.

***TASK #1: Business Card Planning Form***

You can use the Internet to see some samples of real business cards to get some good ideas.

**Sketch out** at least 4 possible business cards – You can use Paint Software or hand sketch below. Survey your classmates. Save your final business cards on computer. Save with .jpeg extension. You may want to create the business card in Word or Publisher and insert any Paint images you create. PLEASE ask for help if you aren’t sure how to manipulate the programs. I’d love to help.

**Business Card - Version 1 Business Card - Version 2**

**Business Card - Version 3 Business Card - Version 4**

**Saving Your Work:**

Save this as ***Project 6\_BusinessCard***  in your “Business Plan” folder.

All future projects will be saved to this same folder – “Business Plan”

